

CASE STUDY



mgm**advantage**

MGM Advantage and Sceneric implement Magnolia, the best in Content Management.

MGM Advantage is a specialist in financial services and Britain's longest registered Company. They have launched a new arm of their business under the - MGM Advantage, Designs for Retirement brand. It is dedicated entirely to creating innovative retirement solutions for their customers, backed by excellent customer service and online servicing.



THE ESSENTIAL LINK BETWEEN BUSINESS AND TECHNOLOGY

THE CHALLENGE

In early 2008, MGM Assurance rebranded as MGM Advantage and repositioned their Company in the UK marketplace. As a result they required a content managed website to support their new brand and new market position that was easily able to be updated.

"The content management workflows we create allow our marketing staff to update the site extremely quickly and simply. We can now speedily add pages; product and Company information almost instantaneously, all through our own defined workflows"

*Nick Williams
Head of Marketing*

THE SOLUTION

MGM Advantage chose Scenic from thirty other companies to select, design, implement and deliver their content management solution. From bid to go-live the project was completed in less than 6 months, on time and on budget.

Visual Design and Information Architecture

The Scenic team worked with the MGM site's stakeholders to create

new information architecture for this intricate site. We implemented a team of interaction designers, information architects and our own design studio and through a series of iterative workshops ensured the look and feel, messaging, site map and template structures were wholly consistent with the new corporate values and brand guidelines.

The redesigned site was much more intuitive and organised with clearly marked areas for Customers and Financial Advisers. We identified the most commonly used paths a financial adviser takes through the site to ensure that the essential functionality and business processes were available through the fewest clicks of the mouse.

The result is a new visual design for the MGM site that presents the Company in a sharper and cleaner light. We incorporated the new design not just into the site itself, but also through into MGM's online quote and apply. The more streamlined site highlighted MGM's marketing message much more effectively reflecting their brand values of *simplicity, certainty, candour, expertise, commitment* and *fairness*. these values were reflected in the online brand guidelines we delivered to allow MGM to work with any design agency in future.

Content Management

MGM demonstrated their confidence in the Scenic team by choosing us

to assist them in selecting and implementing the market-leading content management tool to support their new design. Scenic managed a selection process of CMS vendors using a matrix approach to funnel the requirements and match them against different CMS system capabilities. We then obtained user demonstrations and user buy-in to ensure MGM were happy with the choice.

Magnolia was the content management product of choice due to its ease-of-use, robust feature set, strong open source community, reduced vendor lock-in, outstanding customisability, standards compliance, reputation, economics, and high performance under load.

Head of Marketing Nick Williams explains *"The content management workflows we create allow our marketing staff to update the site extremely quickly and simply. We can now speedily add pages; product and Company information almost instantaneously, all through our own defined workflows."*

Before the CMS implementation, MGM were unable to publish a page online without the use of trained staff who understood web design and XHTML. With Magnolia, a change may now be made on the website in as little as two or three minutes directly by the Marketing department. The workflows that have been implemented ensure that approval, and a quality assurance

check by one of four different departments, is completed as part of the process.

David Wyllie Director of Sceneric explains *“Working with Magnolia has been very easy. As it is open source product we have been able to extend it in the directions we needed to with custom tags and attributes. This is the ideal situation for us, out of the box functionality coupled with enormous flexibility.”*

A major consideration in deploying Magnolia was the platform’s ease-of-use for website editors and content managers. Magnolia’s WYSIWYG editor greatly facilitates the management of the site for non-technical users and enforces design consistency. The content editor has Microsoft Word editing capabilities, making it very simple for non-technical people to use. In addition to standard WYSIWYG capabilities (bold, italics, bullets, images, links, etc.) the editor is easily customised to allow for pre-set text styles ensuring that each and every page is on brand. In this way a consistent look-and-feel for the site is enforced.



About Sceneric

Sceneric is an IT Services Company that specialises in designing and building innovative software for the Financial Services industry. Sceneric delivers a seamless, compelling and valuable straight through processing experience to product providers using a broker distribution model. The Company fulfils this strategy by providing fully integrated systems and products installed on site or delivered. To learn more about Sceneric, visit www.sceneric.com or call +44(0)8445 678 720

Louise Wilkinson, MGM’s Marketing Communications Manager added *“Magnolia has an exceptionally intuitive interface and an elegant and clear file structure. It almost feels like you’re editing the web page right on the page itself, without any seams between editing and viewing. It is a simple click to see the page as the public would see it, so making sure your changes are perfect is easy.”*

Magnolia’s ease-of-use allows all MGM editors to start managing the site quickly and everyone to work more efficiently. Pages added to Magnolia are not visible to the public until the web editor chooses to manually publish the page. This gives the Marketing department time to perfect a page, tweak the look-and-feel, fix any typos, and set any web-specific content or newsfeed elements before it goes live. Pages can be published instantly or scheduled for a future date and time.

Web editors can also add content to the site manually. As soon as a page is entered into Magnolia, it is fully indexed by the onboard search engine. Pages that are not yet published, or are for financial advisers only, will not show for the general public.

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Louise Wilkinson
Marketing Communications Manager

THE RESULT

The site now illuminates MGM's new brand and messaging throughout, and clearly represents the Company as an industry leader in the UK annuities market. In addition, the site is now much more efficient to update and administer.

mgmadvantage.com has become a more potent marketing tool for the Company and a significant information resource for financial advisers